



Case Study

Industry:

Consumer Electronics

About:

A leading TV brand aims to reduce offline and online campaign deployment times while reducing costs and acquiring customer data for retargeting promotions.

Summary:

By partnering with Justsnap, a TV brand dramatically reduces campaign deployment times and costs, while acquiring significant customer data for retargeting.

Multi Country TV Promotion Campaign Generates Noteworthy ROI

Challenge:

A leading TV brand was looking for ways to digitalize their campaigns in Europe, due to high operational costs of offline campaigns and difficulties in purchase validations in retailers.

The Marketing Manager of the brand described the traditional methods of offline campaign management as, **time consuming** and **not worth the effort** in terms of ROI.

“Retailer integrations, purchase validations and the changes on packaging can sometimes cause the process to be so costly that it is not worth it”

Another concern was their **inability to collect customer data** while doing offline campaigns in retailers. He described their challenge as:

“As both demographical and sales data are collected by the retailer, we are unable to fully understand our customers. We would like to understand them better and offer specialized promotions through enabling direct marketing communications”

Briefly, the brand was searching for a way to set-up their campaigns with **less effort** and in a **shorter time frame**.

Contact Justsnap



contact@justsnap.de



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Solution:

The leading TV brand partnered with Justsnap for their offline campaign management, purchase validations and leveraging customer data. **Backed with advanced machine learning algorithms**, Justsnap's campaign management solution enabled the brand to deploy both offline and online campaigns regardless of campaign mechanics and retailers.

The user journey for campaign participation was simple; through the campaign advertisements of the brand, the customers have landed on a branded campaign microsite prepared and managed by Justsnap, registered to the platform and uploaded their offline or online receipt containing the purchase. The receipt was then validated automatically, and the digital gift voucher was instantly shared with the customer. The first-line support throughout the campaign was also managed by Justsnap.

The brand also benefited from acquiring a considerable percentage of GDPR compliant personal data of the participants through the opt-in service handled by Justsnap. This **enabled brands to retarget this customer base for other promotions** that could be of interest based on their shopping habits.

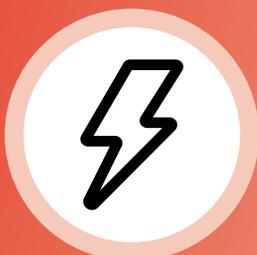


“ The whole process has substantially contributed to our ROI. They have removed the need of packaging changes and handled both the logistics and fraud management during rewarding by digitizing the whole process.

Their dedicated campaign dashboard allowed us to track all results in real-time.“

Marketing Manager

Results & Benefits



**Less Than 2 Weeks
Deployment Time**



**~25% Campaign
Participation Rate**



**~30% Opt-In For
Marcom**



**Retailer Demographic
Insights**



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